

# freundin Fernweh 2024

Target group: FITs, female decision makers



## FACTS

- 180.130 sold copies
- 1,31 mio. readers
- Distribution: German speaking countries
- Publication: all 2 weeks



## GOOD REASONS

- High edition
- High proportion of women - holiday decision makers
- Co-branded advertorial "freundin Fernweh"

**freundin** presents the most beautiful travel destinations every 14 days - both in Germany and overseas. **freundin** presents its readers destinations that are fantastic, but do not have to remain a dream. The co-branded advertorial "**freundin Fernweh**" sets your travel offer perfectly staged by creating a recommendation character from **freundin**.

Format	€-rate 4c	B	H
1/1 page*	49.000,-	215 mm	267 mm
1/2 page*	33.900,-	215 mm	131 mm
1/3 page*	26.400,-	215 mm	92 mm

\* + 4 mm bleed on each side

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

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